

## sponsorship training for nonprofits | 1

### workshop summary

The seminar addresses the **strategies** and hands-on **techniques to secure a corporate sponsor**.

Today, corporations and nonprofits must be smarter in how they give and receive limited sponsorship marketing dollars. Visibility is no longer enough. Smart companies and savvy nonprofits use sponsorship to meet a business need to deliver measurable results. This workshop illustrates how to build meaningful bridges between a nonprofit and a sponsor's sales and marketing needs. Attendees will learn to think strategically in terms of measurable "Return on Investment" or ROI. And the nonprofit that thinks in terms of ROI will receive the sponsorship dollar.

From a former corporate 'donor', get tips how to navigate the corporate mind-set. Understand the motivations behind a sponsorship decision and the criteria that go into the corporate process. Determine how to identify the assets you have to 'sell'. Develop effective presentation materials so that your proposal gets you in the door. And once in the door, learn how to negotiate for more than just cash. Finally, learn evaluation techniques to measure whether the sponsorship produced tangible results. Successful real life case studies complement the session.

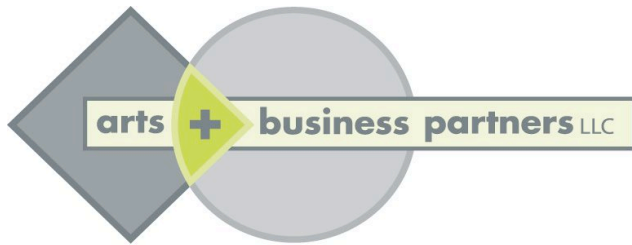
### topics covered

- How can 'doing good' be good for business?
- What is the difference between Philanthropy and Sponsorship?
- What are the typical motivations and criteria for sponsors today?
- How to get in the door and build personal relationships
- Negotiating the 'give and take': What does business really want and what can you get besides cash?
- Benefits: selling tangible and intangible assets (what is most valuable to a sponsor?)
- Writing techniques for a corporate audience
- Evaluation techniques: What's the ROI (Return on Investment)?
- Real Life Case Studies: 13 ways to use sponsorship to meet a business need
- Heads Up: what can go wrong once you've got the money!

### workshop goals and expected results

- Think more strategically to be seen as a marketing tool, not just a charity
- Write more effectively
- Use sponsorship can meet a sponsor's need, not just your own
- Improve your approach – in writing and in person
- Better understand the assets you have to 'sell'
- Create logical links to a potential target
- Better navigate the corporate mind set
- Negotiate smarter and package more successfully
- Become a more effective fundraiser





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### appropriate audience

- Development, Marketing, Administrative, Executive Directors, Finance, Trustees, Volunteers
- New-to-the-field or seasoned professionals
- Staff from small, medium and/or large-sized institutions

### questions to think about in advance

- Who are the most logical corporate prospects you might approach? Why?
- What corporate relationships do you currently have (e.g., bank? food services? uniform vendors?)
- What benefits might you offer, particularly (1) credit and visibility; (2) entertainment and hospitality; (3) and employee privileges

### leader qualifications

Alice Sachs Zimet, President, Arts + Business Partners, is a pioneer in the field of corporate sponsorship. During 20 years at The Chase Manhattan Bank, she worked with performing and visual arts groups in 14 countries and 20 U.S. cities – doing good, raising visibility and helping to generate over \$2 billion.

Ms. Zimet has degrees in art history from Syracuse University, Sorbonne University and New York University's Institute of Fine Arts. She is a member of the Collections Committee of the Harvard University Art Museums and the American Association of Museum's Task Force on Corporate Giving.

Having read thousands of proposals and managed millions of "donor dollars", Ms. Zimet provides a rare glimpse into the funder's mind – what makes a strong proposal, how corporations read, what benefits are most important – all to help the not-for-profit become a more effective fundraiser.

**length** Half day or Full Day

**handouts** Abundant

### what people say

"I first met Alice Zimet at a workshop at the University of Pennsylvania. Everything she said about arts groups partnering with corporations made utmost sense. I just hadn't considered our non-profit, the National Coalition of Girls' Schools (NCGS), as a likely partner for a corporation. Alice showed me how wrong I was. NCGS has now enjoyed great success securing corporate support. Because I was convinced that what Alice had to say was vital to our independent schools, I invited her do a half day workshop at our own annual conference. She is a super teacher, full of great ideas and strategies that work whatever your cause or passion might be."

Whitney Ransome, Co-Executive Director  
National Coalition of Girls' Schools